

**INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER**

**RFTOP# 127 TITLE: National Library of Medicine's History of
Medicine Division Web Site Usability Study**

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME:

Point of Contact Name: Anthony Revenis

Phone: 301-402-3073 Fax: 301-435-6101

Proposal Address:

6011 Executive Blvd., Room 529S
Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH
Bldg. 31; Rm. B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: Offeror shall propose an adequate and expeditious performance period commencing from the date of award.

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single price. Please describe the methods to be employed and the estimated number of employee hours required. User demographics have been collected via an online survey conducted within the last year, and will be available to awarded vendor.

Currently available funding is limited to \$17,000. If, in the opinion of your firm, this is not a sufficient amount to conduct a thorough evaluation, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation. If available funds are more than necessary, a lower proposed price will be reflected in the evaluation scores.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail. Please enter in the subject line the following text, "RFTOP# – Proposal from {insert your firm's name}." A signed task order form may be submitted electronically or will later be requested from the successful bidder.

E. RESPONSE DUE DATE: Monday, May 5, 2003 at 4:00PM EDT

TASK DESCRIPTION: The History of Medicine division desires to conduct a usability test of two versions of prototyped paper page of its web site home page. The two versions of the prototype will be **revisions** of the following URL:
<http://www.nlm.nih.gov/hmd/hmd.html>

The study will be designed to answer the following key questions:

NLM History of Medicine Web Site

- Does the History of Medicine's site-wide organization and navigation enable effective and efficient access to the content?
- How effective is the History of Medicine's Home page design in optimizing navigation flexibility while encouraging users to navigate linearly (page by page) through the topic contents?
- Are users able to comprehend the History of Medicine's content? How clearly do users understand the meaning of labels, links and site instructions?

Answers to these questions will help History of Medicine Division determine the current level of user-satisfaction with the web site and the design modifications that would achieve the highest degree of user access. The contractor will work closely with History of Medicine Division to determine testing strategies appropriate to each area of study, and will provide History of Medicine Division with opportunities to observe the testing sessions. The contractor will prepare a schedule of milestones and deliverables.

Clearances

All studies will be conducted in accordance with OMB regulations. No clearances are required.

F. EVALUATION FACTORS

1. Corporate Experience:

The contractor shall have experience in the following:

- Advising on the preparation of task analysis studies
- Recruiting subjects from target populations
- Conducting task analysis studies
- Preparing and conducting paper prototype tests
- Preparing and conducting user interviews
- Recording and analyzing response data
- Evaluating content-intensive sites
- Preparing *clear and concise* reports and presentations from the response data
- Making recommendations for modifications to web page layouts, navigation schemes and site language.

The contractor shall be able to perform usability testing at the Bureau of Labor Statistics or National Cancer Institute' usability lab, which is no-charge to government agencies. The contractor shall accommodate persons with disabilities either at their site or at the person's home or office. The contractor shall be familiar with hardware and software used by persons with disabilities. The contractor shall be familiar with Section 508 of the Rehabilitation Act and its application to electronic media and web sites.

2. **Evaluation Process:** The proposed evaluation procedures will be assessed by NLM to determine the extent to which these procedures are likely to produce objective and meaningful feedback.
3. **Price:** While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

TO # NICS- 127

TITLE: National Library of Medicine’s History of Medicine Division Web Site Usability Study

PART II - CONTRACTOR’S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

D. Phone- Fax-

Address:

TOTAL ESTIMATED COST: Pricing Method: T&M

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:_____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED:

FAX # _____ Signature - Project Officer _____ Date _____

APPROVED: _____
FAX # _____ Signature - Contracting Officer _____ Date _____

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT
WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
Fax 301-435-6101 Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator _____ Date _____